



West Virginia University Health Promotion Program: Get Fruved



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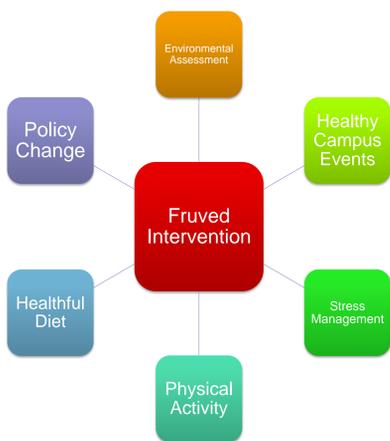
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Introduction & Objective

Many barriers face students that affect their health and academic success. Stress from school, changes today's college in environment, unhealthy diets, and negative peer relationships all factor into their overall lifestyle. Evidence suggests that having positive peer role models and making health "cool" will decrease obesity in this population.

The 'Get Fruved' intervention is a four-university wide (FL, TN, SD, WV) with four other control states (AL, ME, NY, KS). It's a peer-led, social marketing project aimed at changing campus environments as well as increasing healthful diets, stress management and physical activity.



Check out these Fall 2016 courses offered by **Get Fruved**

HN&F 293H - Social Marketing
Wednesday 4:00pm-5:50pm
CRN: 87995

HN&F 293I - Peer Mentoring
Wednesday 6:00pm-7:50pm
CRN: 87994

- Build your resume
- Get involved on campus
- Officer positions within the student org
- Plan healthy events on campus

Contact getfruedwv@gmail.com for more information

Year 2: 2015-2016

- Recruited 1155 incoming freshmen to be a part of the Get Fruved study
- Students had physical and behavioral assessments and matched with a mentor if they opted in (matching algorithm)
- Choice of attending the 24 weeks of events!
- Post assessments same as pre-assessments
- Students were given a Wellness Report Card to track their health progress over the course of the school year with engaging in Fruved
- Weekly events included social media messages/challenges, marketing materials, educational materials, mid-week marketing plan, location of the large event, budget plans, staffing needs, and giveaways.



Week	Dates	Topic	Type of Topic	Lead
1	8/29 - 9/4	Get Fruved	All	WVU
2	9/5 - 9/11	My Plate	Diet	WVU
3	9/12 - 9/18	Yoga	Physical Activity	UF
4	9/19 - 9/2	Cardio	Physical Activity	UF
5	9/26 - 10/2	Music	Stress	WVU
6	10/3 - 10/9	Time Management	Stress	SDSU
7	10/10 - 10/16	Dance	Physical Activity	UT
8	10/17 - 10/23	Meditation	Stress	UT
9	10/24 - 10/30	Fiber	Diet	WVU
10	10/31 - 11/6	Flexibility	Physical Activity	UT
11	11/7 - 11/13	Perfect Portions	Diet	SDSU
12	11/14 - 11/20	Thanksgiving	All Teams	SDSU

Week	Dates	Topic	Type of Topic	Lead
13	1/9 - 1/15	Get Fruved	All Teams	UT
14	1/16 - 1/22	Strength	Physical Activity	SDSU
15	1/23 - 1/29	Positivity	Stress	SDSU
16	1/30 - 2/5	Sleep Week	Stress	WVU
17	2/6 - 2/12	Friendship	Stress	WVU
18	2/13 - 2/19	Substance Abuse	Stress	SDSU
19	2/20 - 2/26	Body Image	Stress	UT
20	2/27 - 3/4	Try Something New	Diet	UT
21	3/5 - 3/11	Hydration	Diet	UF
22	3/12 - 3/18	Savor Flavor	Diet	UF
23	3/19 - 3/25	Steps	Physical Activity	UF
24	3/26 - 4/1	Maintaining Healthy Lifestyles	All Teams	UF

Year 3: 2016-2017

Get Fruved Student Organization/ Classes

- New PM and SMEI teams
- Officers
- ~4 events a semester
- Partnering with other organizations (WellWVU, Greek life, LLC, Honors, etc.) to be a 'hub' of healthy living collaborations
- Service learning
- Experiential learning
- Town Hall Meetings
- Recruiting 225 incoming freshmen to offer them the opportunity of Fruved and the Wellness Report Card



Events:

- Yoga and smoothies
- Cooking classes
- Mindful eating
- Meditation Mob
- Farmers Market
- De-stress with Hearts of Gold dogs

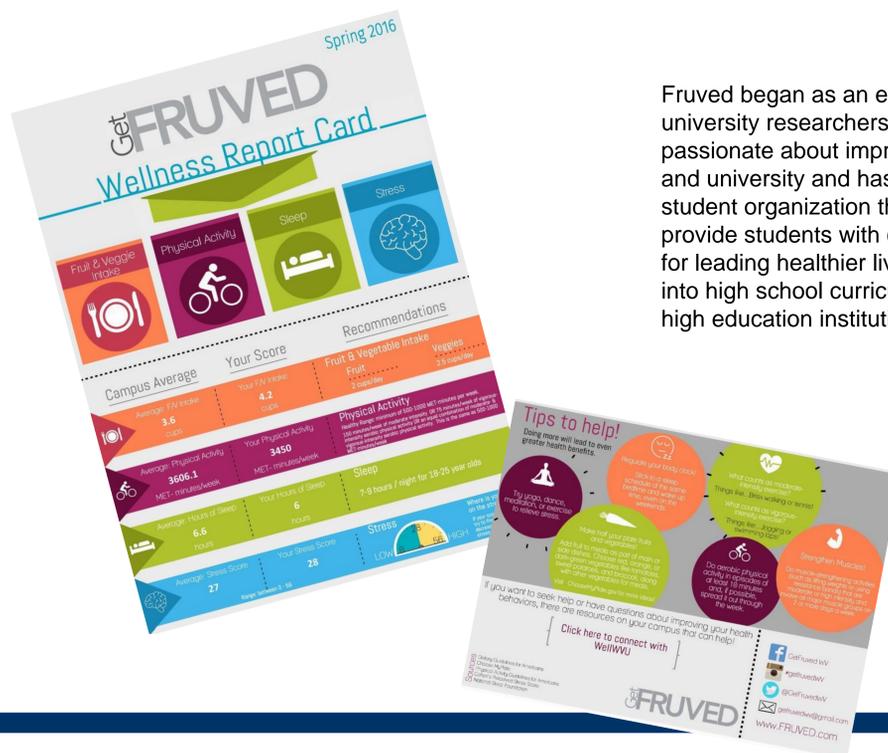


Years 4 & 5: 2017-2019



Year 1: 2014-2015

- Recruited and trained 283 Social Marketing and Environmental Interventionists (SMEI) and Peer Mentors (PM)
- SMEI trained to develop intervention events and graphics
- Based on 'Healthy Campus Environmental Audit'
- PM were trained to mentor incoming freshmen on leading a healthier lifestyle
- Physical and behavioral assessments on SMEI/PM
- 16-week training
- 4 foci, 4-H Essential Elements, social marketing/media
- 24 weeks of events were developed with social media supports (compiled into a digital toolkit for dissemination and implementation)



Fruved began as an equal, conceptual project from university researchers and undergraduate students passionate about improving health among the students and university and has now been developed into a student organization that collaborates on campus to provide students with quality information and resources for leading healthier lives. Get Fruved now plans to move into high school curriculum as well as be tested in other high education institutions across the United States.